

Promotion Description

ADL (Additional Line) Retention Save Offers

Overview

In accordance with the special promotions section of the General Subscriber Services Tariff, ADL (Additional Line) Retention Save Offers promotion will begin on November 10, 2008 and end on January 31, 2009. This promotion offers existing residence subscribers that have Complete Choice on their primary line that was installed prior to October 17, 2005, a monthly recurring bill credit of \$10.00. To be eligible for the \$10.00 bill credit, the customer must be calling to disconnect an existing additional access line and agree to keep the additional line. The bill credit can be used for 1, 2, or 3 additional lines, for example if the customer calls in to disconnect two existing additional lines and after being offered the promotion agrees to retain them, the customer is eligible for two \$10.00 bill credits. Also, it offers a bill credit of \$10.00 to an existing dial-up internet customer who is calling in to disconnect Internet Call Waiting and agrees to add a new additional line. These customers can only qualify for one \$10.00 bill credit no matter how many additional lines they add.

Promotion Specifics

1. This promotion is available only to existing AT&T South Carolina residence customers subscribing to a qualifying local service offering.
2. Subscribers must have Complete Choice that was installed prior to October 17, 2008, in order to participate in this promotion.
3. If the customer removes Complete Choice, the customer is no longer eligible for this promotion.
4. This promotion cannot be combined with any other cash back offer or monthly recurring discounts on local service.
5. The maximum bill credit reward that subscribers calling to disconnect an existing additional line(s) can receive is thirty dollars (\$30.00), if three (3) additional lines are retained.
6. The maximum bill credit reward that a subscriber calling to disconnect Internet Call Waiting and who agrees to add a new additional line(s) is ten dollars (\$10.00).
7. Subscriber does not have to keep the additional line(s) for any period of time, but if the additional line(s) is disconnected the customer is no longer eligible for the bill credit.
8. Applicable taxes and fees will be based on the full tariff price of all products and services, and no taxes or fees will be added to the amount of any reward under this program.
9. The additional line(s) being retained or being added do not have to be Complete Choice lines.
10. Subscribers must retain a minimum of one (1) additional line in order to participate in the promotion.
11. AT&T South Carolina reserves the right to terminate this promotion at any time following notice to the Commission.

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